

Message Text

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PAGE 01 SINGAP 01790 310042Z

64

ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 PA-02 /020 W

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R 301040Z APR 75

FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 2446

UNCLAS SINGAPORE 1790

E.O. 11652: N/A

TAGS: BEXP, SN, TH, HK, RP

SUBJECT: ILLINOIS IOGA TRADE MISSION TO HONG KONG PHILIPPINES,
SINGAPORE, THAILAND, JANUARY 5-16, 1976

REF: STATE 90212

1. EMBASSY HAS CONCLUDED THAT TRADE MISSION ON SUBJECT THEME IS NOT WARRANTED DUE TO SUBSTANTIAL EXISTING U.S. REPRESENTATION IN MARKET AND LIMITED NEW SALES POSSIBILITIES. THERE ARE 13 U.S. FIRMS DIRECTLY REPRESENTED BY OFFICES IN SINGAPORE (E.G. CARRIER, SINGER, CHRYSLER AIRTEMP, YORK, AND TRANE) WHICH HAVE AS MUCH AS 75 PERCENT OF THE MARKET FOR CENTRAL AIRCONDITIONING AND LARGE PACKAGED SYSTEMS. ON THE APPLIANCE LEVEL (EG. WINDOW AIR-CONDITIONERS AND REFRIGERATORS) THE MARKET IS SUPPLIED BY LOCAL MANUFACTURERS AND MALAYSIAN IMPORTS.

2. A LEVELLING OFF IN THE CONSTRUCTION OF HIGH RISE BUILDINGS AND THE FACT THAT MOST NEW HOUSING WILL BE LOW COST GOVERNMENT-BUILT PUBLIC HOUSING DOES NOT SUGGEST THAT THERE WILL BE FURTHER EXPANSION FOR AIRCONDITIONING SALES. ENERGY CONSERVATION EFFORTS BY THE GOS MAY ALSO HAVE A DEPRESSING EFFECT ON THESE SALES.

3. WE WERE SORRY TO SEE THE ILLINOIS IOGA MACHINE TOOL TRADE MISSION CANCELLED AND WOULD WELCOME THIS THEME IF IT IS REVIVED SOME TIME IN THE FUTURE. ALTHOUGH WE DO NOT FEEL WE SHOULD ENCOURAGE AN ORGANIZED TRADE MISSION ON THE AIRCONDITIONING AND REFRIGERATION THEME, INDIVIDUAL TRADE MISSION MEMBERS MAY WISH TO INCLUDE SINGAPORE ON THEIR ITINERARY TO INVESTIGATE INVEST-
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PAGE 02 SINGAP 01790 310042Z

MENT POSSIBILITIES OR, IF MARCH DATES ARE STILL POSSIBLE,

THEY MAY WANT TO PARTICIPATE IN SIBEX 76 TENTATIVELY SCHEDULED FOR MARCH 3-6, 1976. SIBEX 76 IS PRIVATE PROMOTION BEING ORGANIZED BY INDUSTRIAL AND SCIENTIFIC CONFERENCE MANAGEMENT INC. (ISCM), CHICAGO, WHICH WILL PROMOTE ALL TYPES OF EQUIPMENT AND BUILDING SUPPLIES RELATED TO THE CONSTRUCTION INDUSTRY.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 30 APR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975SINGAP01790
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750152-0808
From: SINGAPORE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t1975043/aaaaacft.tel
Line Count: 67
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 90212
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 24 NOV 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <24 NOV 2003 by MaustMC>; APPROVED <30 DEC 2003 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: ILLINOIS IOGA TRADE MISSION TO HONG KONG PHILIPPINES, SINGAPORE, THAILAND, JANUARY 5-16, 1976
TAGS: BEXP, SN, TH, HK, RP
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006